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"Margin" is a fixed percentage based on final sale price. A farm delivers an 18 count box of head lettuce at a price of \$1.90 each (\$34.20 per box). The retailers purchases the box at \$34.20 (\$1.90 each), applies a 35:65 "margin on final sale price" and sells the lettuce for \$2.92 each. (*You would not expect to see*